

--17. A liquid crystal display device comprising:
a liquid crystal panel having a plurality of columns
and a plurality of rows for displaying an image in accordance
with display data; and
a data driver coupled to said liquid crystal panel,
said data driver being arranged on a single side of said
liquid crystal panel, said data driver having an input
terminal and a plurality of output terminals, each of said
output terminals corresponding to each of at least a part of
said columns of said liquid crystal panel, said data driver
including
a generator for generating a plurality of
display voltages, said display voltages
including a set of positive and negative
polarity gray scale voltages corresponding to
each of gray scales,
a selector for selecting one of said
plurality of display voltages in accordance
with each of said display data and a horizontal
position of each of said output terminals
corresponding to each of said display data, and
an output circuit for outputting said
selected one of said display voltages to said
each of said output terminals;
wherein two of said selected one of said display
voltages which correspond to adjacent two of said output
terminals have different polarity.--

--21. A data driver for coupling to a liquid crystal panel, said liquid crystal panel having a plurality of columns and a plurality of rows for displaying an image in accordance with display data, said data driver being arranged on a single side of said liquid crystal panel, said data driver having an input terminal and a plurality of output terminals, each of said output terminals corresponding to each of at least a part of said columns of said liquid crystal panel, said data driver comprising:

A2 a generator for generating a plurality of display voltages, said display voltages including a set of positive and negative polarity gray scale voltages corresponding to each of gray scales;

a selector for selecting one of said plurality of display voltages in accordance with each of said display data and a horizontal position of each of said output terminals corresponding to each of said display data; and

an output circuit for outputting said selected one of said display voltages to said each of said output terminals;

wherein two of said selected one of said display voltages which correspond to adjacent two of said output terminals have different polarity.--

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CMT --25. A method of applying display voltages to a liquid crystal panel, said liquid crystal panel having a plurality of columns and a plurality of rows for displaying an image in

accordance with display data, said method comprising the steps of:

providing an input terminal and a plurality of output terminals, said output terminals being coupled to said liquid crystal panel, said output terminals being arranged on a single side of said liquid crystal panel, each of said output terminals corresponding to each of at least a part of said columns of said liquid crystal panel;

generating a plurality of display voltages, said display voltages including a set of positive and negative polarity gray scale voltages corresponding to each of gray scales;

selecting one of said plurality of display voltages in accordance with each of said display data and a horizontal position of each of said output terminals corresponding to each of said display data; and

outputting said selected one of said display voltages to said each of said output terminals, thereby applying said selected one of said display voltages to said liquid crystal panel;

wherein two of said selected one of said display voltages which correspond to adjacent two of said output terminals have different polarity.--